

# THE ONOTOIST

"The Line of Least Resistance"

Vol. I

JUNE, 1921

Number 1

## How's Business!

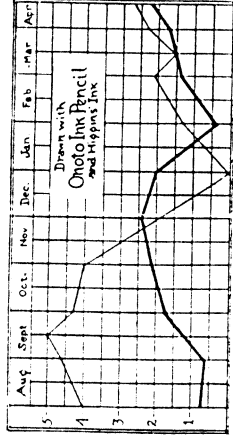
Salesmen tell us that the first question asked them is almost invariably "How's business through the coun-

try?" — and so "How's Business" shall come first each month.

We shall show the trend through verified reports from all over the country, without fear or favor—the clouds and the sunshine: for knowledge of conditions is the first step toward meeting them, and taking advantage of them.

We believe this survey will prove of real value to you all, and by comparison one month with another, this little paper will furnish a trustworthy business barometer.

As the new era of prosperity progresses we shall quote more figures; at this time, however, we feel that the attitude of the prominent men in the various sections of the country is of greater importance, so, getting down to cases, here is what they say:



Onoto Sales—Average business of 30  
Staple Items:  
See how Onoto Sales mounted steadily through the period of depression. The only drop was the usual January slump and the rebound was immediate. Note how Onoto and general sales are both rising.

*New York*—Chas. S. Sabin, President of the Guaranty Trust Co.: "There is so much in the present situation to inspire confidence and hope for the future that there is ample justification in a spirit of same optimism."

*Cleveland*—W. P. Harding, Governor of the Federal Reserve Board: "The present is a time for courage in the business world. Now is the time to do things."

*St. Paul*—Howard Elliott, President of the Board of the Northern Pacific Railroad: "An upward trend during the next 30 days with the Northwest leading in the new era of prosperity."

*Los Angeles*—Paul Brunet: "Picture producers have taken a leaf from the book of other dealers in staple articles and have cleared the way for renewed activity."

*Atlantic City*—S. Lesham, Brighton Auto Supply Co.: "Business? Better than expectations for this time of year and expect exceptionally good business."

*Utica, N. Y.*—John G. Duffy, Secy. Chamber of Commerce: "We have returned to a normal basis."

*Atlanta, Ga.*—Editor Atlanta Constitution: "The pendulum had to swing back. It has done so."

"Opportunity Chooses Not—but is Chosen"

# The Onotoist

*"The Line of Least Resistance"*

We believe that the retail dealer is the Keystone of all merchandising: We want to work with him and for him. This is his paper and we heartily invite his contributions and comments:

Published and Copyright, 1921, by  
THOMAS DE LA RUE & Co., Ltd.  
London  
at 33 West 42nd St., New York City

## To Our Co-Workers

### Greeting!

The "ONOTOIST" is the outgrowth of the idea that every dealer who is on our records as an Official Agent for the Sale of Onoto Ink Pencils, has by that relation become such an interested part of our organization that he is entitled to receive promptly all the "News" that bears on our product and to be informed of the sales accomplishments of his fellow agents including all the "stunts", vivid or conservative, that they are using to get the most business out of their territories.

As selling agent the Dealer has the right to expect any information as to new designs and new advertising and other cooperative offerings and not have to wait for a traveller's call to be put in touch with the home office.

By our plan of selling through a selected list of dealers, each of whom

## "Mistake Not Indecision for Prudence"

Anything can be sold once and a good thing can be sold always: L. K. Liggett.

## An Invitation

Here and there throughout this good country there are some very well thought of dealers whom we have listed as so situated that we can extend an agency to them, without treading on another's territory. And to these for a while we shall mail the ONOTOIST just as though they were already agents. If such a one is reading this he is cordially invited to send his initial order and not wait for our salesman to call. There are people ready to buy from you now, interested by our advertising and waiting only for the link connecting you with it in your store display.

Anything can be sold once and a good thing can be sold always: L. K. Liggett.

## Advertising and the Hitch-Up-Profit

Your Window display is your most direct and effective point of contact with the public. It is an ad—how many columns—inches!—that is the greatest single asset of your store:

Appreciating this we have produced the beautiful five color window display that is illustrated and described on the following pages:

We believe this to be the most potent sales-winner as well as the most beautiful display ever offered for a writing instrument. It is what links your store to the interest created by Onoto advertising, and it sells Onoto on sight to those who have not seen the advertising:

The fact that it pulls quick sales of an article that nets you a profit of \$1.20 per sale, with guaranteed satisfaction, gives your window a selling value that is quickly reflected in your bank statement:

In short, the splendid co-operation of our agents and the popular response to Onoto's merit have resulted in our undertaking to make every necessary advertising and selling effort to put Onoto over "BIG":

And it is a pleasure to know that by your loyalty and interest, you, as a co-worker at the "front", will share bountifully with us in the fruits of such a campaign.

Onoto, The Ink Pencil, has been put on the market equipped to the last detail for a successful career:

The true merit of this perfected writing instrument was proved beyond the shadow of a doubt before a single one was offered for sale:

Its ready salability and quick popularity were proved by the sales of last year as they mounted month by month in spite of the general business depression. (See chart on front page.)

With superiority and quick salability proven, and with a definite rising tide of business throughout the country, we look forward to a certainty of tripled sales for our agents this year:

And to show that this is no idle boast, we have backed it up by tripling our advertising appropriation for 1921:

This means that millions of people are learning to know Onoto for what it is, and are ready to buy it:

They all need Onoto and they know they need it, whether they have fountain pens and pencils or not—for it does more than either, every day for a life-time:

Is this interest, are these potential sales to be "wasted on the desert air," or will they be crystallized into actual sales in your store? It is merely a matter of "Letting 'em Know."

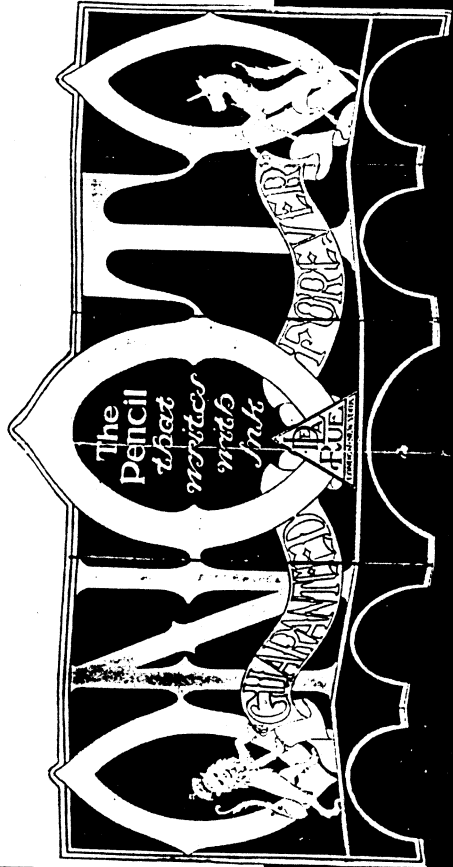
"One Resolute Act Wins More Than a Week's Debate"

### At the Left

are shown the delicately gloved hands of a lady of fashion signing her check at the milliner's. An actual ONOTO fits into her hand:

Through the cut-out window is seen a busy corner of upper Fifth Avenue, thrown into perspective by the original construction of the display.

Size 10" x 14".



### At the Right

The competent hands of the Designing Engineer are ruling a sketch for the drafting room, in ink, and making a manifold for his files at the same time. An actual ONOTO fits in his hand.

A great industrial plant is seen in perspective through the cut-out window.

Size 10" x 14".

## New Onoto Sales - Winner Display

The new ONOTO display (here illustrated) consists of a five-panel screen 13½" x 33" and the two side displays described above. All three are beautifully lithographed in five colors and mounted on heavy board. The color scheme makes a unit of the three pieces. The design and particularly the color treatment remind one of the wonderful

Urban stage settings with their rich, clean blues, oranges, greens and reds.

Openings at the back of the side pieces are provided for electric lights, making a glorious night display. *Selling Power* to the Nth degree is the predominant characteristic of this display.

## One Live Stationer — \$832 Profit in Six Weeks

Yeo & Lukens sold \$1800 in Onoto Ink Pencils in Six Weeks, by Window Display and Advertising Hitch-Up

Twenty-five dealers sell Onoto in Philadelphia. Many of them are big fellows on Chestnut Street, the main business thoroughfare of the city:

Yeo & Lukens are not on Chestnut Street, but on 13th Street, somewhat off the beaten path; they are, however, one of the liveliest concerns and this is what we hear from them:

"Since February 15th this store has tied up with Onoto advertising, running a full window display and small newspaper ads. Linking the names of Yeo & Lukens and Onoto.

"During the last six weeks the Onoto Sales

have amounted to \$1,800 despite the better location of other dealers. A most welcome profit of \$832 on this item alone."

Any one of the Chestnut Street dealers could easily have sold \$4,000 worth of Onoto Ink Pencils in the same time if they had used the same tactics.

Here's a fine first-hand example of what it means to tie up to a winner and let people know you have it!

Onoto is a Winner with a virgin field to sell to because, as an Iowa Onotoist puts it,—

"People to whom I have sold fountain pens

and pencils buy Onoto because it writes with less effort than either—in Ink; and for every writing purpose, including ruling and manifolding, it is 'there' and ready."

Think for a minute of Yeo & Lukens—what a little typical American Initiative did for them:

The very same opportunity is yours for the asking: Send us your order and your Onoto Window will tell the whole town you have them and why they should buy them:

What could you do with \$800 profit?

**"Success is what a man Does—Failure, what he Leaves Undone"**

## Here's the Stuff That Sales are Made Of

If you are not already on our books, we cordially invite you to become one of us. If you are now an agent, as a front-line unit of this organization, We Salute You!

Here is the complete Onoto Line, Life Size, and twice as natural; just what the salesmen are carrying in their sample cases and what our agents are selling from Seattle to Savannah;

Look it over carefully; note how every need and taste is taken care of in this compact assortment. Make out your order, then file this sheet away carefully for ready reference, for we shall illustrate only new or "newsy" designs in subsequent issues of the **ONOTOIST**:

This first issue will reach many of you before the salesman can—but with this page before you, there is no reason why you should lose the opportunity to cash in on the sales that Onoto advertising with Onoto displays are multiplying day by day:

As Onoto is "Guaranteed Forever" by the house of De La Rue, of London and New York, known in every corner of the world for over a hundred years, you have the assurance of satisfaction that leaves no room for hesitation.

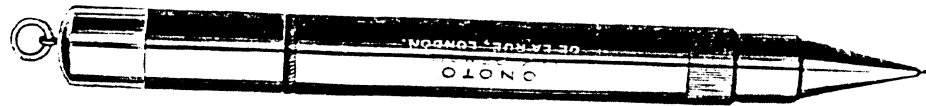
"The Race is to the Swift"—so just put your order in the mail in time for the next collection, ordering by number, and Uncle Sam will bring you the ink pencils by P. P., P. D. Q.

**Trade Discount:** Initial Orders of 6 doz. or more, 40% and 10% (continued on re-orders to fill stock to 6 doz. or more). Initial orders for less than 6 doz., 40% only.

## 18 Karat Gold Mounted With Bands or Ring



Black only  
No. 112

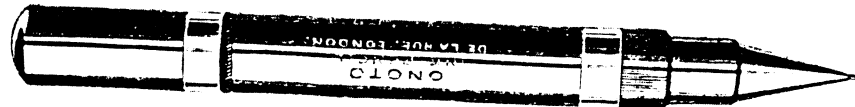


Black  
No. 116

as  
Illustrated

Price  
\$7.50

(18K Gold)



Black  
No. 110

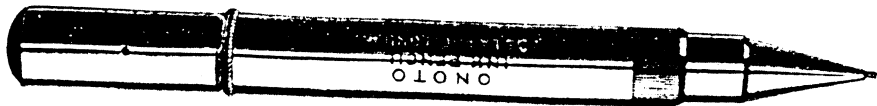
Red

No. 160

Price  
\$3.00

## Unmounted, Plain and Chased

For the Ladies  
God bless them!

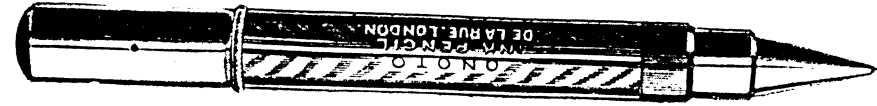


Black  
No. 110

Red

No. 160

Price  
\$3.00



Black  
No. 120

Red

No. 170

Price  
\$3.00



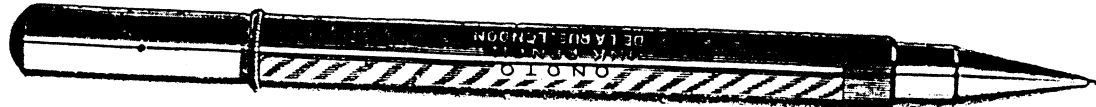
Black  
No. 210

Red

No. 260

Price  
\$3.00

For Gentlemen  
And there are Many!



Black  
No. 220

Red

No. 270

Price  
\$3.00

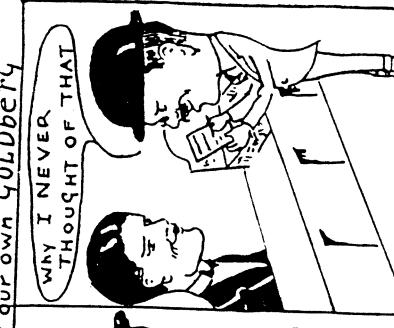
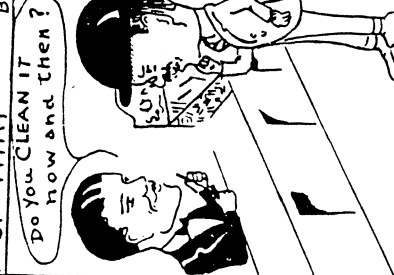
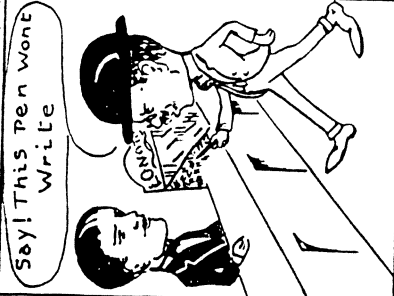
Half the world, and three quarters of the buyers are women. The short Onoto is perfectly adapted to all their needs and they like it immensely. The smoothness of its writing is a joy. The red model is finding great favor among business women.

"What You Haven't Got, You Cannot Sell"

"What is Ordered by Sundown is Sold a Day Sooner"

LIVE WITH THOUGHT! OF THAT

BY OUR OWN GOLDBERRY



Keeping Onoto in perfect condition is a matter of simple care (see directions), the occasional complaints are merely a matter of "I never Thought of That."

### "The Line of Least Resistance"

(With apologies to K. C. B.)

JOE SMITH says that \*  
 I DONE him wrong. \*  
 WHEN I sold his wife. \*  
 AN ONOTO Ink Pencil. \*  
 SHE USED to write. \*  
 HER LIST of errands \*  
 FOR JOE to do. \*  
 IN LEAD PENCIL. \*  
 AND WHEN he "forgot" something. \*  
 HE WOULD rub it. \*  
 WITH HIS thumb. \*  
 AND THEN he'd claim. \*  
 HE COULDN'T read it. \*  
 NOW HER ONOTO writes them. \*  
 CLEAN AND Permanent. \*  
 AND EVERYTHING. \*  
 AND JOE has no time. \*  
 TO PLAY Kelly Pool. \*  
 IN NOON HOUR and trim me. \*  
 FOR ABOUT six bits a day. \*  
 LIKE HE used to. \*

### News From The Front

"The writer sold 18 Onotos the day they arrived, which we think is a record for a small city." (Signed) E. H. Royce, St. Albans, Vt.

"Have sold quite a number of Onotos. Many customers come into the store inquiring for Onoto and bringing with them clippings of your ads. from the newspaper." (Signed) Ed son C. Eastman, Concord, N. H.

"We have been pushing Onotos and this morning the last one was sold. We want you to send us two dozen more by Parcel Post Special Delivery. —we are going to advertise them and push the Sale." (Signed) C. B. Oswalt, Mount Union, Pa.

"The writer is very enthusiastic about Onoto and has used one ever since they came in—you may send us a dozen more of the long ones at once." (Signed) Metta K. Griner, Griner's Art Shop, Akron, Ohio.

"We are pleased to say that Onoto Ink Pencils are selling very well and our customers have been satisfied in every case." (Signed) Geo. W. Drumeller, L. Sonnenberg & Co., 301 Broadway, New York.

"Onoto is Your Fuel—Order for Full Speed Ahead"

## A few Instructions for the Merchant to Pass Along to His Customer

THE general principle of the Onoto Ink Pencil is similar to that long employed for the commonly known "Stylos," but owing to more enduring materials and to particularly perfect workmanship, the Onoto is so superior and different as to be a distinctive advance in writing instruments. It fills a unique and highly useful place, being adaptable to the ordinary purposes of either a fountain pen or a pencil.

Intelligent understanding is all that is required to assure a lifetime of service. It needs only such care as must be given to any fine mechanism to preserve its usefulness.

We therefore call attention to a few essential points which the merchant should pass along to his customer.

1. When removing cap, either from nozzle or shank, turn in clockwise direction. This avoids any likelihood of unscrewing the point section.

2. When filling for *first time* point must be tapped gently on paper until ink starts to flow. This *must* be done at the first filling but is not necessary for subsequent fillings.

3. The writing point may pick up lint or coating from soft or dusty paper and the point may thus become more or less obstructed. This is quickly remedied by unscrewing the point section and running the wire cleaner through the tube.

4. The hole in top of the shank-end must be kept free of obstruction. This is the air-intake and if clogged, will interfere with the flow of ink. Such clogging causes flooding through the point or leaking through the shank. The air intake may be kept free with wire cleaner.

5. When not in use, push the cap down securely. This so effectually seals the writing point that it cannot leak.

6. If through clogging of air vent, or other causes, the shank fills with ink, unscrew the shank and point section and flush every part thoroughly with water. Remove all water from air tube by blowing through it from shank end. It is easy to clean in this way when the pen is being refilled.

7. It is preferable to carry the ink pencil with *point down*. This tends to prevent hardening of any pulp that may have accumulated in the tube and also keeps the hole in the shank end free from lint which may be in the pocket.

The Onoto Ink Pencil will prove an efficient and satisfactory writing instrument if the points outlined above are followed. *It cannot leak carried in any position.*

**Note:**—The Iridio-Platinum point and Palladium needle are features of the *Onoto Ink Pencil* exclusively. These are precious metals, having a value of approximately twelve to fourteen times that of 14 Kt. gold, and cannot be affected by wear. This is one of the reasons why the *Onoto Ink Pencil* is superior to the so called "stylos." It makes possible the "wear forever" guarantee.

The additional price of the "Onoto" with these precious metals is inconsiderable compared with the increased usefulness and "wear forever" quality that they assure.

Price List of Repairs and Extra Parts on other side

## Price List of Repairs and Extra Parts for Onoto Ink Pencils

Effective August 2, 1920

### Prices for Extra Parts:

(A) Cap .....	\$ .30
(B) Point Section .....	1.50
(C) Barrel; (without needle) ...	1.50
(D) Shank .....	.50
(E) Needle .....	.75
Wire Cleaner.....	.05
Ink Filler .....	.05

### Prices for Repairs:

For Straightening and adjusting Needle .....	.40
For adjusting and cleaning .....	.25

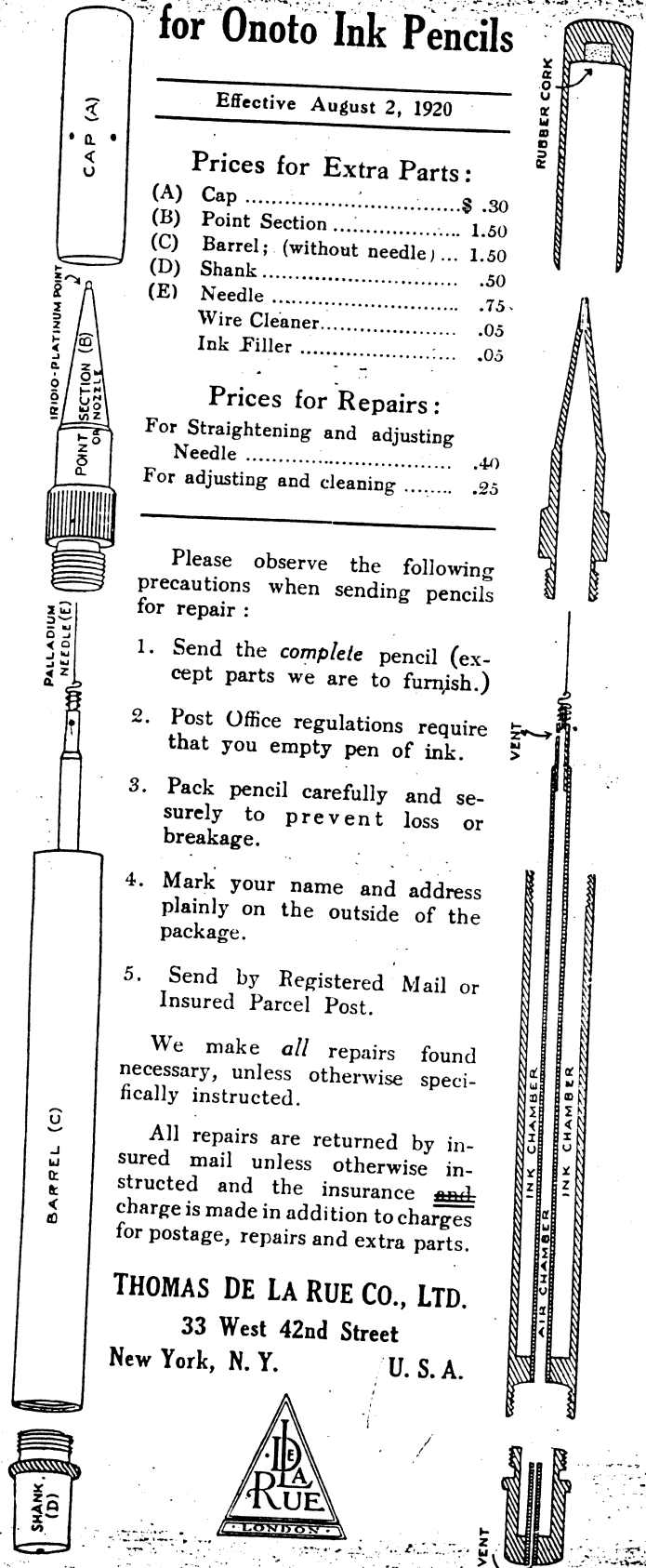
Please observe the following precautions when sending pencils for repair:

1. Send the *complete* pencil (except parts we are to furnish.)
2. Post Office regulations require that you empty pen of ink.
3. Pack pencil carefully and securely to prevent loss or breakage.
4. Mark your name and address plainly on the outside of the package.
5. Send by Registered Mail or Insured Parcel Post.

We make *all* repairs found necessary, unless otherwise specifically instructed.

All repairs are returned by insured mail unless otherwise instructed and the insurance and charge is made in addition to charges for postage, repairs and extra parts.

THOMAS DE LA RUE CO., LTD.  
33 West 42nd Street  
New York, N. Y. U. S. A.



"Talking Points" on other side